



CLICK IT OR TICKET

Updates & Best Practices

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- **NATIONAL SEAT BELT USAGE RATE - 85%**
- **26 STATES DC, PR, AND VI HAVE A BELT USE RATE ABOVE 85% – BASED ON 2009 SEAT BELT USE RATE NUMBERS**
- **MORE THAN HALF OF THE STATES CONDUCTED NIGHTTIME BELT ENFORCEMENT IN 2010**



NATIONAL

CIOT PAID ADVERTISING APPEARS ON NATIONAL BROADCAST AND CABLE NETWORK SHOWS

NATIONAL ADVERTISING



CIOT TV AD (ENGLISH)

QuickTime™ and a
decompressor
are needed to see this picture.

Stuck with a Ticket Video



CIOT TV AD (SPANISH)



Abróchate o Paga...



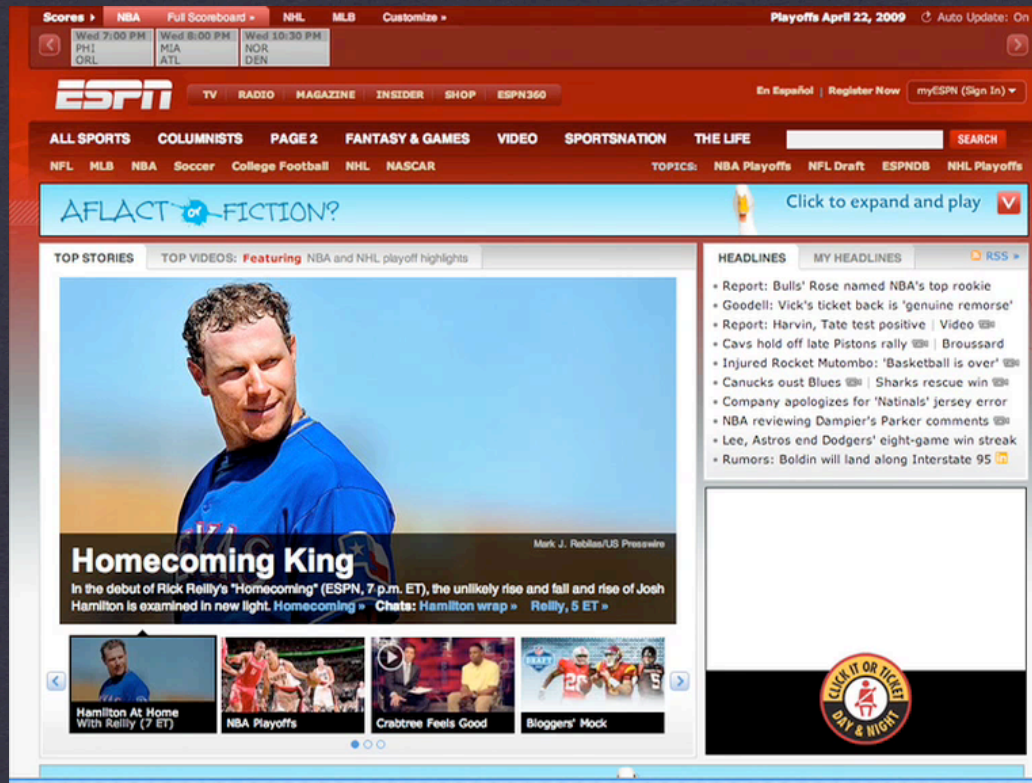
CIOT TV AD (TEEN)

QuickTime™ and a
decompressor
are needed to see this picture.

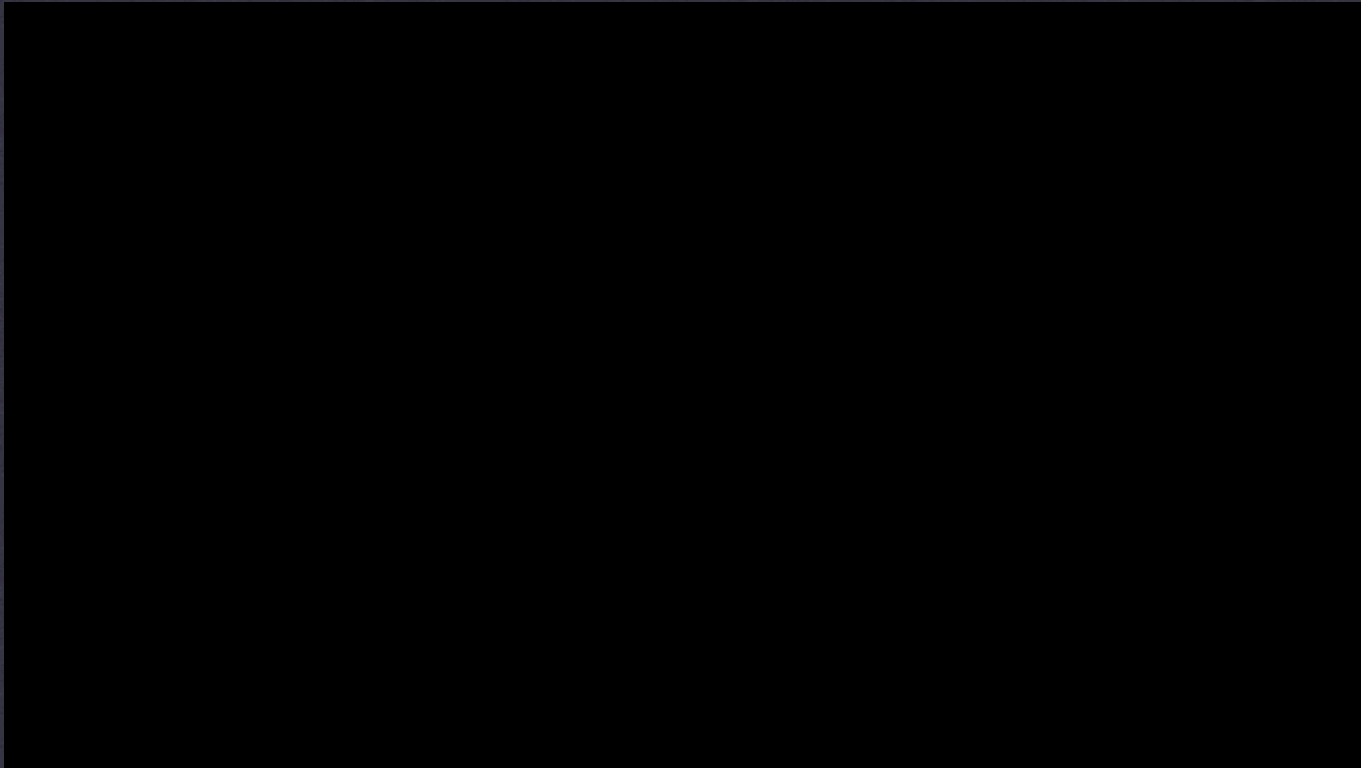
Out of Nowhere



ONLINE - BIG MONSTER BANNER



BIG MONSTER



ONLINE—VIDEO GAME BANNER

The screenshot shows the ESPN website interface from April 22, 2009. At the top, there's a navigation bar with links for Scores, NBA, Full Scoreboard, NHL, MLB, and Customize. Below this is a section for upcoming games: Wed 7:00 PM (PHI vs ORL), Wed 8:00 PM (MIA vs ATL), and Wed 10:30 PM (NOR vs DEN). The ESPN logo is prominently displayed, followed by links for TV, RADIO, MAGAZINE, INSIDER, SHOP, and ESPN360. A search bar is located on the right side of the navigation bar. Below the navigation bar, there's a section for ALL SPORTS, COLUMNISTS, PAGE 2, FANTASY & GAMES, VIDEO, SPORTSNATION, and THE LIFE. A search bar is also present here. The main content area features a large banner for 'AFLACT OF FICTION?' with a 'Click to expand and play' button. Below the banner, there's a 'TOP STORIES' section with a featured article titled 'Homecoming King' by Mark J. Rabliss/US Presswire. The article discusses the debut of Rick Reilly's 'Homecoming' (ESPN, 7 p.m. ET) and the unlikely rise and fall of Josh Hamilton. To the right of the main article, there's a 'HEADLINES' section with a list of news items. At the bottom of the page, there's a row of four small video thumbnails: 'Hamilton At Home With Reilly (7 ET)', 'NBA Playoffs', 'Crabtree Feels Good', and 'Bloggers' Mock'.

Scores ▸ NBA Full Scoreboard ▸ NHL MLB Customize ▸ Playoffs April 22, 2009 Auto Update: On

Wed 7:00 PM PHI ORL Wed 8:00 PM MIA ATL Wed 10:30 PM NOR DEN

ESPN TV RADIO MAGAZINE INSIDER SHOP ESPN360 En Español Register Now myESPN (Sign In) ▾

ALL SPORTS COLUMNISTS PAGE 2 FANTASY & GAMES VIDEO SPORTSNATION THE LIFE SEARCH

NFL MLB NBA Soccer College Football NHL NASCAR TOPICS: NBA Playoffs NFL Draft ESPNDB NHL Playoffs

AFLACT OF FICTION? Click to expand and play ▾

TOP STORIES TOP VIDEOS: Featuring NBA and NHL playoff highlights

Homecoming King Mark J. Rabliss/US Presswire

In the debut of Rick Reilly's "Homecoming" (ESPN, 7 p.m. ET), the unlikely rise and fall and rise of Josh Hamilton is examined in new light. Homecoming ▸ Chats: Hamilton wrap ▸ Reilly, 5 ET ▸

Hamilton At Home With Reilly (7 ET) NBA Playoffs Crabtree Feels Good Bloggers' Mock

HEADLINES MY HEADLINES RSS ▸

- Report: Bulls' Rose named NBA's top rookie
- Goodell: Vick's ticket back is 'genuine remorse'
- Report: Harvin, Tate test positive | Video 📺
- Cavs hold off late Pistons rally 📺 | Broussard
- Injured Rocket Mutombo: 'Basketball is over' 📺
- Canucks oust Blues 📺 | Sharks rescue win 📺
- Company apologizes for 'Nationals' jersey error
- NBA reviewing Dampier's Parker comments 📺
- Lee, Astros end Dodgers' eight-game win streak
- Rumors: Boldin will land along Interstate 95 📺

Hamilton At Home With Reilly (7 ET) NBA Playoffs Crabtree Feels Good Bloggers' Mock

ONLINE—VIDEO GAME



NETWORK INTEGRATION



Turner Networks



SPORTS INTEGRATION



NBA TV



ONLINE INTEGRATION



CIOT 2011 EARNED MEDIA EVENT



Don't get stuck with a ticket.
Cops are cracking down. Buckle up day and night or you will get caught.

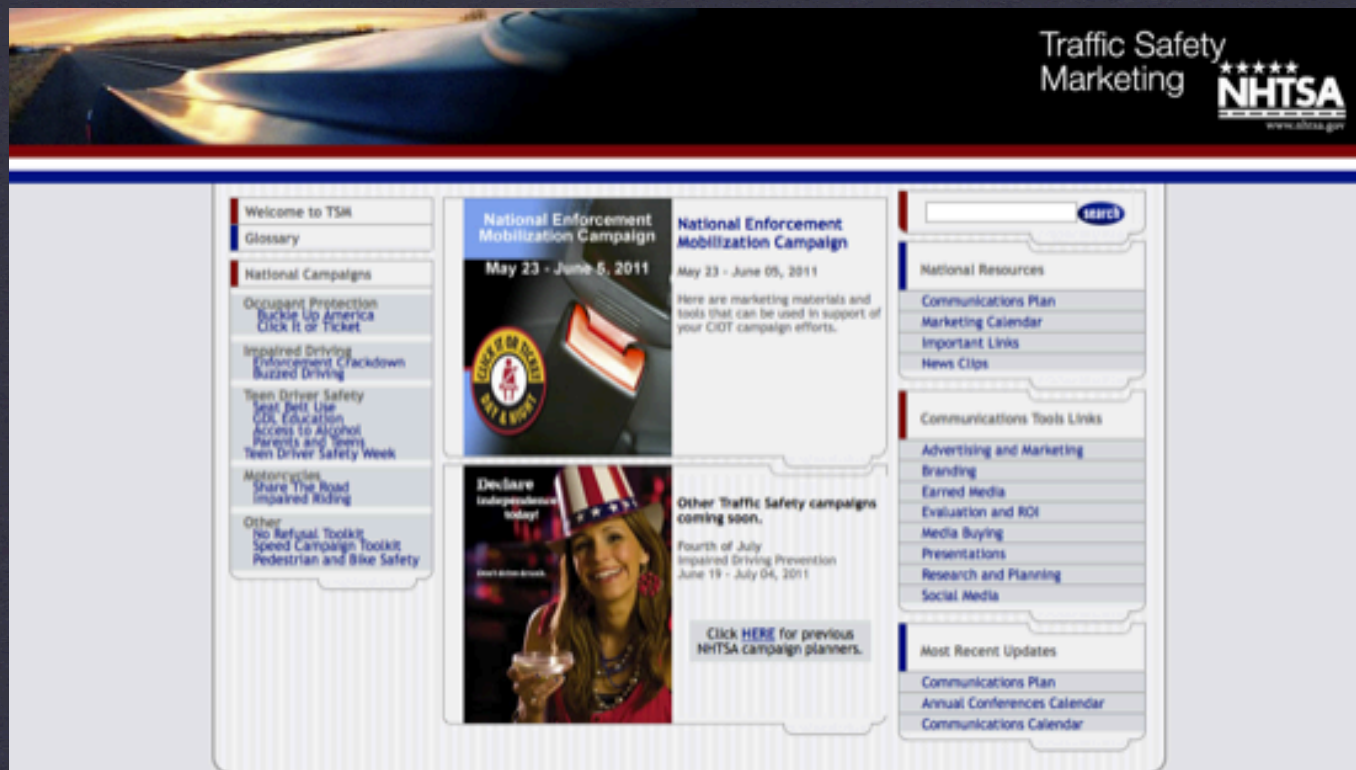


May 24, 2011



TOOLS AND RESOURCES

www.TrafficSafetyMarketing.gov



The screenshot displays the Traffic Safety Marketing (TSM) website. At the top right, the text "Traffic Safety Marketing" is positioned above the NHTSA logo, which includes five stars and the website address "www.nhtsa.gov". The main content area is divided into several sections:

- Left Sidebar:** Contains links for "Welcome to TSM", "Glossary", "National Campaigns", "Occupant Protection" (with sub-links "Buckle Up America" and "Click It or Ticket"), "Impaired Driving" (with sub-links "Enforcement Crackdown" and "Buzzed Driving"), "Teen Driver Safety" (with sub-links "Seat Belt Use", "CDC Education", "Access to Alcohol", "Parents and Teens", and "Teen Driver Safety Week"), "Motorcyclists" (with sub-links "Share The Road" and "Impaired Riding"), and "Other" (with sub-links "No Refusal Toolkit", "Speed Campaign Toolkit", and "Pedestrian and Bike Safety").
- Central Content Area:** Features two main campaign highlights. The top one is the "National Enforcement Mobilization Campaign" running from May 23 to June 5, 2011, accompanied by an image of a "Click It or Ticket" sign. Below this is a section titled "Declare Independence today!" featuring a woman in a patriotic hat, with a link to "Click HERE for previous NHTSA campaign planners." To the right of these is a section for "Other Traffic Safety campaigns coming soon," mentioning the "Fourth of July Impaired Driving Prevention" campaign from June 19 to July 04, 2011.
- Right Sidebar:** Includes a search bar, a "National Resources" section with links to "Communications Plan", "Marketing Calendar", "Important Links", and "News Clips", a "Communications Tools Links" section with links to "Advertising and Marketing", "Branding", "Earned Media", "Evaluation and ROI", "Media Buying", "Presentations", "Research and Planning", and "Social Media", and a "Most Recent Updates" section with links to "Communications Plan", "Annual Conferences Calendar", and "Communications Calendar".



TOOLS FOR LAW ENFORCEMENT

Products for Enforcement Action Kit (PEAK)

The screenshot shows the NHTSA website with a sidebar on the left containing a list of categories: Aggressive Driving, Bicycles, Child Safety, Distracted Driving, Driver Education, Enforcement & Justice Services (highlighted), Impaired Driving, Motorcycles, Occupant Protection, Pedestrians, Research & Evaluation, and School Buses. The main content area is titled "Products for Law Enforcement Action Kit (PEAK)". It features a large banner for the "Click It or Ticket" National Enforcement Mobilization Campaign Headquarters, dated MAY 23 - JUNE 5, 2011. Below the banner is a grid of links for various resources: Welcome Letter, Sample Proclamation, Sample News Release, Sample Post News Release, Sample OpEd Article, 2011 Dispatch, ODOT Campaign History, ODOT Fact Sheet, Mobilization Timeline, Future Mobilization Dates, Traffic Safety Law Chart, Crime Crash Clock, Regional Law Enforcement Liaisons, 2011 Communications Calendar, and High School Outreach Materials. A "Reports:" section lists several documents with download icons. At the bottom, there are links to "Campaign Headquarters" and "2011 Campaign planner".

NHTSA
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Enter Email Address SUBSCRIBE Sign up for Email Updates SEARCH Home

DRIVING SAFETY VEHICLE SAFETY RESEARCH DATA LAWS & REGULATIONS ABOUT NHTSA

Print Share RSS Feed Email

Products for Law Enforcement Action Kit (PEAK)

Click It or Ticket
National Enforcement Mobilization Campaign Headquarters
MAY 23 - JUNE 5, 2011

Welcome Letter	2011 Dispatch	Traffic Safety Law Chart
Sample Proclamation	ODOT Campaign History	Crime Crash Clock
Sample News Release	ODOT Fact Sheet	Regional Law Enforcement Liaisons
Sample Post News Release	Mobilization Timeline	2011 Communications Calendar
Sample OpEd Article	Future Mobilization Dates	High School Outreach Materials

Reports:

- » Evaluation of the First Year of the Washington Program Nighttime Seat Belt Enforcement
- » Unrestrained Passenger Vehicle Occupant Fatalities, by County - All States
- » Nighttime Seat Belt Enforcement Zone Procedures
- » Nighttime Seat Belt Enforcement Strategies

Return to ...

Campaign Headquarters 2011 Campaign planner

www.nhtsa.gov/peak





THANK YOU!

